

PCI

Paint & Coatings Industry



2017
**INTEGRATED
MEDIA PLANNER**

GET THE BEST COVERAGE...



* PCI June 2016 BPA Brand Report
 ** 2015 Reader Preference Profile Study
 *** Media Owner's Data
 **** PCI Dec. 2015 BPA Brand Report

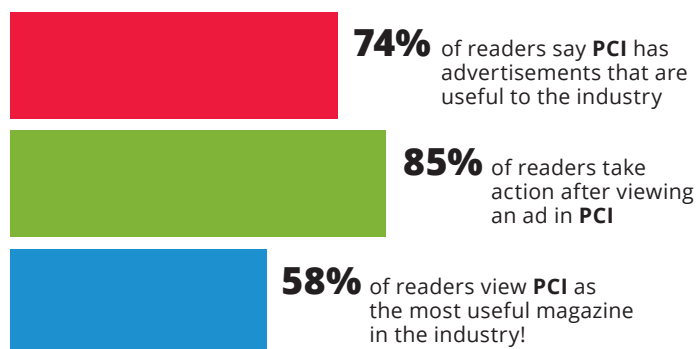
PCI HAS YOU COVERED

Targeting Your Customers

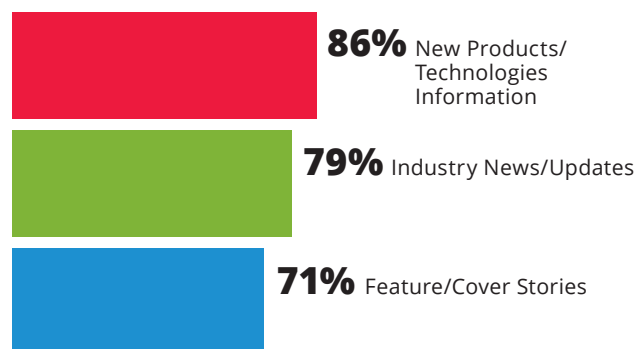
PCI reaches R&D personnel, chemists and formulators - the very people you want to reach with your advertising efforts. **PCI is now the ONLY BPA-audited publication in the industry!******* BPA Worldwide is an independent, not-for-profit organization, which verifies the audience data of business and consumer media: online, print and social. In other words, **PCI uses the BPA audit to assure you that our audience claims are correct.**

	PCI*	Coatings World*	Coatings Tech*
Total Qualified Circulation	20,000	No longer audited by the BPA	N/A
R&D Chemistry/Formulation	6,684	No longer audited by the BPA	N/A
Manufacturing/Operations/Production/Import/Export/Supply Chain Management	3,755	No longer audited by the BPA	N/A
Formulators/Manufacturers of Paint/Coatings/Adhesives/Sealants/Printing Inks	14,626	No longer audited by the BPA	N/A
Suppliers to Manufacturers	3,937	No longer audited by the BPA	N/A
Average Website Unique Browsers Per Month	41,525	No longer audited by the BPA	N/A

PCI Reader Perceptions**



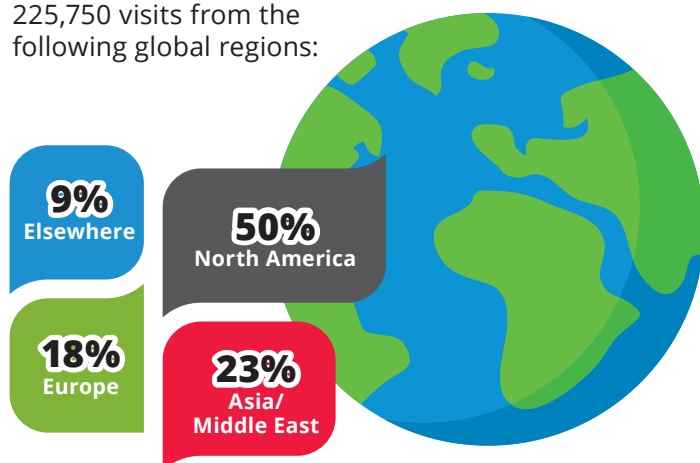
PCI Preferred Editorial**



48% of readers rely on the ads in PCI to inform them of new products or services available

Connect With Customers Around The Globe***

From January-June 2016, www.pcimag.com had 225,750 visits from the following global regions:



PCI China***

Reach customers in China with our China Edition, published 9 times a year and reaching 15,895 coatings manufacturers in China. In addition, the digital issue is deployed to 2,600 subscribers in 62 different countries! Our China office translates all ads and articles free of charge!

中文版



Globally Social*

Our Social Media channels reach all over the world!
23,696 LinkedIn Members
2,016 Twitter Followers
1,799 Facebook Likes

* PCI June 2016 BPA Brand Report; Coatings World is no longer BPA audited; Coatings Tech is not audited.

** 2015 Reader Preference Profile Study

*** Media Owner's Data

***** Industry including PCI, Coatings World and Coatings Tech

2017 PCI EDITORIAL TOPICS FOR LIQUID AND POWDER COATINGS

Issue/Ad Closing	Emphasis and Special Topics in Print	Additional Marketing Opportunities (Special rates for advertisers in these issues.)	Shows and Conferences Bonus Distribution
SPECIAL EDITION Ad Closing Dec. 16	2017 Coatings Supplier Handbook (CSH) ▪ 10 th Annual Corporate Profile Edition	▪ Free Corporate Profile to match your ad size ▪ Supplier of the Week in Insider News ▪ Advertisers in the CSH will receive a 25% discount on any size ad in January or February.	▪ Sent to key coatings decision makers and distributed at over 10 events around the globe.
JANUARY Ad Closing Dec. 5	▪ Pigments/Colorants ▪ Advancements in Additives ▪ Architectural Coatings – Interior/Exterior/Concrete	▪ MUST SEE Products and Services eBlast	▪ World of Concrete, January 16-20, Las Vegas
FEBRUARY Ad Closing Jan. 5	▪ Smart Coatings ▪ Resin Developments ▪ Waterborne Technology ▪ UV/EB Technology and Equipment		▪ 44 th Annual Waterborne Symposium, Feb. 19-24, New Orleans ▪ Smart Coatings, Feb. 22-24, Orlando ▪ uv/eb West, Feb. 27-March 1, San Francisco, CA
MARCH Ad Closing Feb. 6	▪ Industrial Coatings ▪ Adhesives and Sealants ▪ Sustainable Technology ▪ European Coatings Show Preview ▪ Manufacturing/Testing/Curing Equipment	European Coatings Show Package ▪ Exhibit-in-Print and Online ▪ Pre-show LinkedIn post ▪ MUST SEE Product eBlast – with LEADS ▪ Coverage in PCI's daily show eNewsletter ▪ Pre-show mention in PCI's Insider News eNewsletter <i>Bronze, Silver & Gold Packages Available!</i>	▪ ASC Spring Convention & Expo, April 3-5, Atlanta ▪ European Coatings Show, April 4-6, Nuremberg, Germany
APRIL Ad Closing Mar. 7	▪ Marine Coatings ▪ Additive Developments ▪ Low-/Zero-VOC Technology ▪ Pigments/Colorants/Dispersions		▪ SSCT Annual Meeting, April 30-May 3, Sarasota, FL
MAY Ad Closing Apr. 5	▪ Specialty Chemicals ▪ Automotive Coatings ▪ Biobased Technology ▪ Eastern Coatings Show Preview ▪ Manufacturing/Testing/Curing Equipment	Eastern Coatings Show Package ▪ Exhibit-in-Print and Online ▪ Pre-show LinkedIn post ▪ MUST SEE Product eBlast – with LEADS ▪ Coverage in PCI's daily show eNewsletter ▪ Pre-show mention in PCI's Insider News eNewsletter <i>Bronze, Silver & Gold Packages Available!</i>	▪ FOCUS, May 4, Troy, MI ▪ Eastern Coatings Show, May 15-18, Atlantic City, NJ ▪ Sink or Swim, TBD, Independence, OH
JUNE Ad Closing May 5	▪ 2017 Additives Directory ▪ Additives editorial, and directory of additives suppliers and distributors	▪ Free logo listing	
JULY Ad Closing June 6	▪ The Global Top 10 and PCI 25 ▪ Monomers/Oligomers ▪ Solventborne Technology ▪ Antimicrobials/Biocides/Fungicides	▪ MUST SEE Products and Services eBlast ▪ Pigment Directory ▪ Digital pop up company sponsorships	
AUGUST Ad Closing July 6	▪ Binder Technology ▪ Low-/Zero-VOC Technology ▪ Manufacturing/Testing/Curing Equipment ▪ Transportation Coatings (Aerospace, Automotive, Rail, Marine) ▪ Special Portuguese section for ABRAFATI	▪ Equipment directory	▪ ABRAFATI, Oct. 3-5, Sao Paulo, Brazil
SEPTEMBER Ad Closing Aug. 4	▪ CTT Preview ▪ Specialty Chemicals ▪ Sustainable Solutions ▪ Architectural Coatings	CTT Show Package ▪ Exhibit-in-Print and Online ▪ Pre-show LinkedIn post ▪ MUST SEE Product eBlast – with LEADS ▪ Coverage in PCI's daily show eNewsletter ▪ Pre-show mention in PCI's Insider News eNewsletter <i>Bronze, Silver & Gold Packages Available!</i>	▪ CTT, Sept. 14-15, Lombard, IL
OCTOBER Ad Closing Sept. 5	▪ Additives ▪ Distributors ▪ Wood Coatings ▪ Western Coatings Show Preview ▪ Pigments/Colorants/Dispersions/TiO ₂	▪ Distributor profiles Western Coatings Show Package ▪ Exhibit-in-Print and Online ▪ Pre-show LinkedIn post ▪ MUST SEE Product eBlast – with LEADS ▪ Coverage in PCI's daily show eNewsletter ▪ Pre-show mention in PCI's Insider News eNewsletter <i>Bronze, Silver & Gold Packages Available!</i>	▪ Western Coatings Symposium, Oct. 15-18, Las Vegas ▪ TiO ₂ World Summit/Pigment and Color Science Forum, TBD ▪ uv/eb East, TBD
NOVEMBER Ad Closing Oct. 5	▪ Resin Developments ▪ Emerging Technology ▪ Direct-to-Metal/Corrosion Control ▪ Manufacturing/Testing/Curing Equipment	▪ Discounted Emerging Technology Profile	
DECEMBER Ad Closing Nov. 7	▪ 2018 Buyers' Guide in Print and Online ▪ 2017 Article Index	▪ Advertisers receive free Directory listing in print and at www.pcimag.com/buyersguide	
SPECIAL EDITION Ad Closing Dec. 19	2018 Coatings Supplier Handbook ▪ 11 th Annual Corporate Profile Edition	▪ Free Corporate Profile to match your ad size ▪ Supplier of the Week in Insider News ▪ Advertisers in the CSH will receive a 25% discount on any size ad in January or February, 2018	▪ Sent to key coatings decision makers and distributed at over 10 events around the globe in 2018.




2017 PCI CHINA EDITORIAL TOPICS

PCI 中文版

Paint & Coatings Industry

PCI China, now published nine times a year, reaches 15,895*** coatings manufacturers in China. In addition, the China digital issue is deployed to over 2,600 subscribers in 62 different countries!*** Our China office translates all ads and articles free of charge!

Issue/Ad Closing	Emphasis and Special Topics	Bonus Distribution
FEBRUARY/MARCH IO DUE - Jan. 15 ART DUE - Jan. 22	<ul style="list-style-type: none"> ▪ Polymer Developments ▪ Manufacturing /Testing/Curing Equip. ▪ Wood Coatings + Company Profile: Polymers	▪ European Coatings Show, April 4-6, Nuremberg, Germany
APRIL IO DUE - Feb. 16 ART DUE - Feb. 23	<ul style="list-style-type: none"> ▪ Pigments/Colorants ▪ Advancements in Additives ▪ Architectural Coatings - Interior/Exterior/Concrete + Company Profile: Additives	
MAY IO DUE - Mar. 16 ART DUE - Mar. 23	<ul style="list-style-type: none"> ▪ Industrial Coatings ▪ Waterborne Technology ▪ UV/EB Technology and Equipment + Company Profile: Pigments	▪ Asia Coatings Congress, May 16-17, Ho Chi Minh City, Vietnam
JUNE IO DUE - Apr. 15 ART DUE - Apr. 25	<ul style="list-style-type: none"> ▪ Marine Coatings ▪ Smart Coatings ▪ Sustainable Technology + Company Profile: Equipment	
JULY IO DUE - May 16 ART DUE - May 23	<ul style="list-style-type: none"> ▪ The Global Top 10 ▪ Waterborne Technology ▪ 2017 Buyers' Guide 	
SEPTEMBER IO DUE - July 15 ART DUE - July 22	<ul style="list-style-type: none"> ▪ Polymers ▪ Automotive Coatings ▪ Antimicrobials/Biocides/Fungicides ▪ Manufacturing/Testing/Curing Equipment + Company Profile: Solvents	
OCTOBER IO DUE - Aug. 17 ART DUE - Aug. 24	<ul style="list-style-type: none"> ▪ Additives ▪ Industrial Coatings ▪ 3C Coatings ▪ Solvent-Based Technology 	
NOVEMBER IO DUE - Sept. 16 ART DUE - Sept. 23	<ul style="list-style-type: none"> ▪ Distributors ▪ Pigments/Colorants ▪ Architectural Coatings 	▪ CHINACOAT, Shanghai, China
DECEMBER IO DUE - Oct. 17 ART DUE - Oct. 24	<ul style="list-style-type: none"> ▪ UV/EB Technology ▪ Specialty Chemicals ▪ Manufacturing /Testing/Curing Equip. ▪ ChinaCoat Report 	

+ Free matching profile space with a 1/2 page or larger ad.

中文版



***Media Owner's Data

Emerging Technologies

Promote your new technology in **PCI's** November EMERGING TECHNOLOGIES issue with a ½ page profile featuring a 200-word description, photo and/or logo. November display advertisers receive ½ off their profile.



Classifieds

Promote a job opening, business opportunity, or a product or service with your classified appearing in print and online at www.pcimag.com/classifieds. Contact Andrea Kropp at KroppA@pcimag.com for details.



Showcase or Exhibit-in-Print (and Online)

Draw attention to your product or company's presence at an upcoming industry event with a 1/8 page Showcase or Exhibit-in-Print. Please submit your own high-resolution PDF file. The dimensions for this ad are 3.25" wide x 2.25" tall. These ads also appear online at www.pcimag.com/exhibits.



Directories

Whether your potential customers use print, digital or online to source paint and coatings products, **PCI** is there. By listing your company in one or more of **PCI's** Directories you have quick access to a targeted audience of potential buyers in your industry. We have made major improvements to our online directories; here are some of the benefits you will receive:

- Drastically improved Search Engine Optimization (SEO) that helps your visibility when products, companies, and keywords are searched;
- New online ad opportunities to drive traffic to your website;
- Logos and company descriptions pulled forward on the product index pages for ultimate brand recognition;
- Brochure files, product photos, and videos are just a few of the new features you can add to your listing;
- Info Request available for EVERY company listed in the directory. Potential buyers can send a request to single or multiple companies defining their objectives, goals and deadlines.

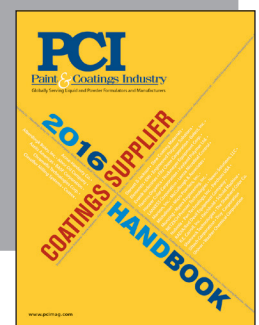


Available Directories

- **2018 Buyers' Guide:** Published in the Dec. 2017 issue. If you are a supplier to the coatings industry, you should list your products/services in this comprehensive guide used by coatings manufacturers every day.
- **Additives Directory:** Published in the June 2017 issue. If you supply additives, you should list in the directory section of this targeted Additives issue that is sure to connect you to your decision makers.
- **China Buyers' Guide:** Published in the July 2017 China issue. Your fully translated listing will appear in **PCI's** July China Buyers' Guide.

Special 13th Issue: Coatings Supplier Handbook

Include an ad and profile in our Annual Coatings Supplier Handbook (CSH). Receive a ½-page profile with a ½-page ad, or a full-page profile with a full-page ad. The CSH will be mailed directly to key coatings decision makers in late January and will be globally distributed at over 10 events in 2017. Each CSH profile is also featured as a Supplier of the Week in **PCI's** Insider News eNewsletter.



WEBSITE FEATURES

www.pcimag.com

41,525* average unique monthly browsers



Retargeting Available!

Expand your impressions and reach to **www.pcimag.com's** visitors as they move around the web! Ask your sales representative for more information on what retargeting can do for your business.

GeoTargeting

Direct your ads to your audience with GeoTargeting, which allows you to specify which states, regions or countries view your ad.



Website Ads & Sizes

AD TYPE	DESKTOP
1 Leaderboard	728 x 90
2 Product of the Week	900 x 500
3 Rectangle Ad	180 x 150
Half Page	300 x 600
Medium Rectangle	300 x 250
Mobile Banner	320 x 50
Super Leaderboard	970 x 90
Skyscraper	160 x 600

Additional Opportunities

- Topic Sponsorships
- Article Sponsorships
- Keyword and Search Sponsorships
- Expandable and Rich Media (Floating Interstitial, Slider, Billboards, Pushdown and Filmstrip)

* PCI June 2016 BPA Brand Report

Digital Edition

Digital Edition: **PCI** delivers expanded exposure with our Digital Edition, sent to subscribers and posted on our website. This multi-functional platform provides unique advertising options and great LEAD generation!

Sponsorship opportunities:

- Left of Cover ad
- Skyscraper
- Banner
- Logo ad
- Tab to Your Full-Page ad
- Embedded Video

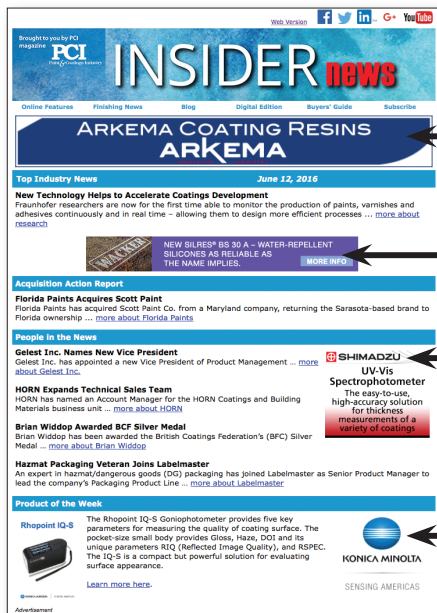
Additional Sponsorships Available:

- Audio or Video
- Gatefold, Bellyband, Blow-in-Card
- Call Back Card or Business Reply Card



Weekly Insider News

Advertise your company in this anticipated information source. Insider News is delivered to an average of 15,848* recipients with an average of 1,064*** unique click-throughs per week.

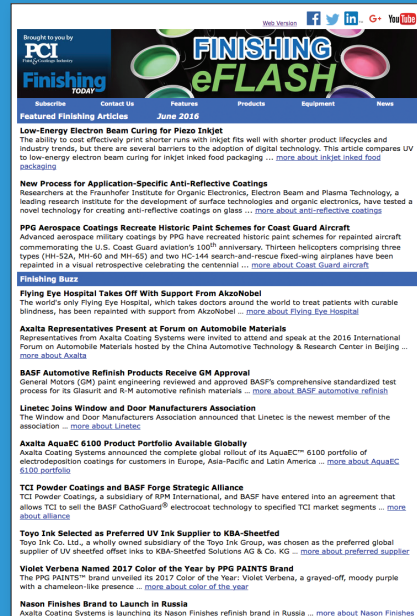


Leaderboard:
728 x 90

Embedded Banner:
468 x 60

Rectangle:
180 x 150

Product of the Week
Feature your new product in one of our weekly Insider News editions. Lead package available for an additional fee. Includes up to 150 words (photo/logo optional).

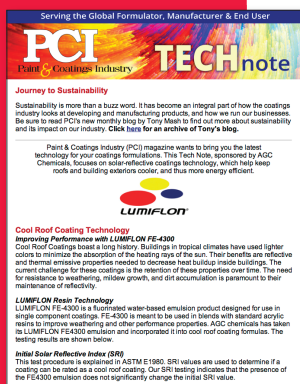


Finishing eFlash

PCI deploys a monthly eNewsletter that focuses on finishing news, products and processes to coatings end users and applicators. The ad options are the same as Insider eNews. See page 10 regarding sponsoring Finishing Today web pages and articles.

TechNote eBlasts

Sponsor your own lead-generating TechNote eBlast. Provide a variety of text, pictures and ads and we do the rest! You pick the demographics you wish to send to.



MUST SEE Products and Services eBlast

PCI's MUST SEE eBlasts reach over 23,000*** subscribers, generating valuable leads. Listings include a 75-word write-up (including a link of your choice), as well as your company logo and a photo. Book today to guarantee a top position in the January, March, May, July, September or October MUST SEE eBlasts.

PCI Daily Show eNews

Daily Show eNewsletters cover all of the latest technology showcased at the conference/trade show as well as breaking news as it happens. Sent to over 15,000*** subscribers, this show eNewsletter offers a variety of advertising options (space is limited). See the Editorial Calendar for more information on Show Packages and event-specific advertising opportunities.

DIGITAL OPPORTUNITIES

Social Media Sponsorship

Ask your **PCI** sales rep how you can connect to **PCI's** 23,696 LinkedIn members, 2,016 Twitter followers and 1,799 Facebook likes*.

Facebook: Posts, Videos or Welcome Pages

Twitter: Tweets, Sponsored Background or Widget

YouTube: Broadcast your video on PCI's YouTube Channel

LinkedIn: Sponsored Discussions



Webinars

PCI's webinars are a great way to showcase your knowledge and expertise on industry-related topics – giving attendees the information they need, all while you collect valuable leads. Plan for a webinar today!



- **All-Access:** A full year of qualified registrant leads, including full demographics.
- **Branding:** Our team conducts a full marketing campaign to attract audiences to your content and products.
- **Customization:** Add continuing education credits, screen share demos, video or webcam streams, or marketing automation integration.

Videos

Our video packages capture incredible detail about your company and deliver it to your customers in a unique way. With an average of 352*** video views per month, take advantage of this unique opportunity! Or, let your company's products be the focus of a Coatings Flash Video presented by **PCI** Editor Kristin Johansson. Videos are also promoted in our eNewsletter and posted to **PCI's** YouTube Channel.



Native Advertising

Push Your Content Out Through PCI's Online Editorial Channels

Drive brand awareness as a thought leader by publishing your non-commercial content alongside our trusted editorial online, in our eNewsletter and on our social media outlets.

Native Advertising Package

Package includes publishing one piece of your high-quality editorial labeled as "Sponsored Content" on all of the following **PCI** platforms:

- Exclusive Website Content Page for 6 months (includes your ads)
- Featured on www.pcimag.com's Home Page and ROS (30 days)
- eNewsletter Content Box Ad (leads available upon request)
- Social Media Promotion

Podcasts

Make your content "to-go" with a podcast sponsorship. Sponsor your own exclusive, custom podcast or gain exposure by sponsoring an editorial podcast. Podcasts are posted at www.pcimag.com/media/podcasts and are featured in our weekly eNewsletter, which is delivered to an average of 15,848* weekly recipients.



PCI Mobile App

Our new mobile app gives readers access to our content - anywhere, anytime! Specifically designed for smartphones and tablets, the **PCI** mobile app features the latest breaking news, exciting new products, feature articles and more! Limited ad positions available!



PCI Mobile App

* **PCI** June 2015 BPA Brand Report
** 2015 Reader Preference Profile Study
*** Media Owner's Data
**** **PCI** December 2015 BPA Brand Report

ADDITIONAL MARKETING SOLUTIONS



Finishing Today Sponsorship

www.pcimag.com/FinishingToday

Do you need to reach coatings applicators and end users? Sponsor **PCI's** Finishing Today web pages and articles, and your skyscraper and rectangle ads will average over 25,000*** impressions per month. See page 8 for details on sponsoring the monthly Finishing eFlash eNewsletter.

Interactive Products

Unlike traditional press releases, IPs are unique and interactive. They fuse the creative and storytelling aspects of advertising with comprehensive product information and multimedia, including video. Choose from the following Interactive Products:

- Interactive Product Spotlight • Interactive Editorial Infographic • Conversion Infographics.

Contact your Sales Representative to start your Interactive Product Spotlight campaign. www.IPS-ads.com

EZTR40

The revolutionary EZTR40 tankless water heater vents with flexible vent technology directly through B-vent with no need to take time changing existing vent! Water connections are top mounted and a 1/2 inch gas line connection will save you time and money!

HOW IT WORKS

FAST. EASY. SMART.

WHY TANKLESS?

CONTACT NORITZ

CLICK HERE FOR SAMPLE

NORITZ



Virtual Supplier Brochures

Include your company's brochure in the semi-annual Virtual Supplier Brochures. Viewable online at www.pcimag.com/brochures, and eBlasted to subscribers, this great resource helps you stay connected electronically. Receive leads showing who downloaded your brochure from the eBlasts!



eBooks

eBooks are content-driven sources of information for industry professionals, allowing more interactivity than white papers. eBooks also continue to offer the viewer professional information to support their day-to-day activities. Whether you have content, need content created, or would like to sponsor a brand's content, eBooks can help educate your market!



EVENTS



www.coatingsconference.com

September 14-15, 2017
Lombard, IL

Increase Brand Awareness, Build Relationships, Achieve New Business

Over the past seven years, Coatings Trends & Technologies (CTT), co-produced by PCI magazine and CSCT/Symco, has become your go-to source to find the latest research, methods and trends in coatings technology and meet who is shaping the industry. With over 400*** qualified coatings professionals and over half of those being R&D chemists, you can't afford to miss out.

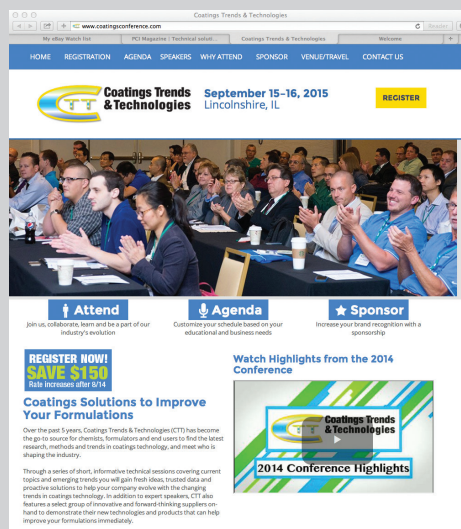
This event grows larger every year – both in tabletop displays and attendance, and this year will be no different. Tabletop exhibits and sponsorship opportunities notoriously sell out in early summer so grab your spot fast!

Who Should Sponsor?

- Raw Material Suppliers
- Distributors
- Equipment Manufacturers
- Lab Quality and Testing Manufacturers

What Will You Gain by Sponsoring?

- Below are the top three driving factors that bring sponsors back to exhibit year after year:
- Generate new leads and business opportunities
 - Network with their current clients
 - Increase brand awareness among target audience



**SOLD
OUT
IN 2016!**

ENHANCE YOUR CTT EXPERIENCE!

Broadcasting Live

Strengthen your position and extend the reach of your CTT presentation by adding LIVE video. Those who view video-based presentations are 85% more likely to buy your products.***** Broadcasting Live is also available for webinars. Come to our studio or we'll travel to your facility or any location with Internet access. Contact your sales rep to learn more.

Broadcasting Live Will:

- Increase your event or webinar attendance;
- Strengthen your chances of getting attendees to buy;
- Separate yourself from the competition with cutting-edge technology;
- Grow membership/client databases;
- Take your presentation or product to an international level.



***** Web Video Statistics, 2012, <http://wecapture.co.uk>
*** Media Owner's Data

CONTACTS & ADDITIONAL SERVICES

Contact Us Today to Discuss a Customized Package to Fit Your Needs!

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bnp SOLUTIONS

The BNP Solutions website is a collection of tools and resources to help our clients gain the insight and knowledge needed to make informed purchasing decisions on the products and services BNP Media produces. For additional information about our brands, products, and specifications, visit www.bnpSOLUTIONS.com.

Subscriber List Rental

The most powerful, responsive list of paint and coating formulators, manufacturers and end-users is just a call away. Complement your advertising program and introduce new products by renting **PCI's** exclusive subscriber list.

Please contact a list rental expert:

Kevin Collopy,
kevin.collopy@infogroup.com,
Ph: 402.836.6265

Michael Costantino,
michael.costantino@infogroup.com,
Ph: 402.836.6266

Clear Seas RESEARCH

Making the complex clear

Clear Seas Research

Making the Complex Clear

Your industry-focused market research partner — providing clear insights to complex business questions focused on:

- Brand positioning
- Marketing effectiveness
- New product development
- Customer experience evaluations

Capturing feedback via quantitative surveys (online, phone, mail or in-person) OR qualitative experiences (one-on-ones, focus groups, or bulletin boards); we present results that are easily understood, insightful and actionable.

GET STARTED NOW.

Contact Clear Seas Research at
(248) 786-1619 or

connect@clearseasresearch.com.

www.clearseasresearch.com

myCLEAR opinion

Your clear industry sample!

myCLEARopinion specializes in high-quality B-to-B industry sample, providing access to a unique and powerful audience of decision makers for your research projects.

GET STARTED NOW.

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www.myclearopinionpanel.com



Helping People Succeed
in Business with Superior
Information